

First-Ever 'Masters at Madison Square Park' Watch Party Tee'd Up for April 9-12

Join IBM for live Tournament viewing, enjoy a Masters-inspired menu and take a swing on the golf simulator, featuring AI-powered Hole Insights built with watsonx



New York, N.Y., April 2, 2026 - IBM (NYSE: [IBM](#)) will host the first-of-its-kind 'Masters at Madison Square Park' immersive viewing experience for all four days of the [Masters](#) Tournament, Thursday, April 9 – Sunday, April 12. Fans in New York City will have the exclusive opportunity to play a replicated iconic hole on an AI-powered golf simulator and watch the action unfold with live viewing of the Tournament all weekend long. Limited edition merchandise and specialty themed food and beverage items are part of this experience, as well.

IBM is also teaming up with Shake Shack to serve up limited quantities of three iconic Masters-inspired menu items – available exclusively at the Madison Square Park location – including a Clubhouse Pimento Cheese Sandwich, Clubhouse Egg Salad Sandwich and the Peach 50/50, a refreshing take on a peach Arnold Palmer.



For 30 years, the Masters Tournament and IBM together have pioneered the use of emerging technology to redefine the fan experience – [this year unveiling a brand new Masters Vault Search feature and newly enhanced Hole Insights](#) These new innovations join an impressive suite of AI-enabled fan features on Masters digital platforms, including AI Highlights, Round in Three Minutes, My Group and the Masters app on Apple Vision Pro.

WHEN: Thursday, April 9 7:30 AM – 8:00PM ET hours of operation

- 7:30AM – First Round Masters Coverage begins
- 12:00PM – Golf Simulator open to public

***Preview time for media available from 10am ET.*

Friday, April 10 8:30 AM–8:00 PM ET – *hours of operation*

- 8:30AM – Second Round Masters Coverage begins
- 9:00AM – Golf Simulator open to public

Saturday, April 11 9:00 AM–7:30 PM ET – *hours of operation*

- 9:00AM – Golf Simulator open to public
- 10:00AM – Third Round Masters Coverage begins

Sunday, April 12 10:00 AM–7:30 PM ET – *hours of operation*

- 9:00AM – Golf Simulator open to public
- 10:00AM – Final Round Masters Coverage begins



WHERE: Madison Square Park

The intersection of Fifth Avenue and Broadway at 23rd Street
New York, NY 10010

The pop-up in Madison Square Park is located adjacent to IBM's flagship New York City office at One Madison Avenue.

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Additional assets available online:  [Photos](#) 

<https://stage.mediaroom.com/ibmnewsroom/2026-04-02-first-ever-masters-at-madison-square-park-watch-party-tee-up-for-april-9-12>